

Soup Exec In War for Freedom

Leads Crusade For Radio Europe

BY MILT FREUDENHEIM
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NEW YORK — William Beverly "Bev" Murphy, a Wisconsin native who made it to the top of Campbell Soup Co., is the new head of Crusade for Freedom, which supports Radio Free Europe.

In his new public service sideline, Murphy early in January will visit the Free Europe transmitters that broadcast to five Communist countries.

Then he will tell the story of the anti-Communist effort to civic leaders and volunteers organized in its support from all 50 states.

In an interview before attending the group's board meeting here, Murphy told what a soup manufacturer is doing heading a crusade for freedom.



"If the Crusade for Freedom weren't in existence, the captive countries in Europe would fold like a tent," he believes.

"That would bring Russia directly up to the borders of West Europe, and for anything, the climate for business in Europe would come a lot less favorable."

"That's a good, selfish reason for industry to support the Crusade for Freedom," he adds.

BORN IN Appleton, Wis., 52 years ago, Murphy was graduated from the University of Wisconsin as a chemical engineer. From 1928 to 1938 he worked for A. C. Nielsen Co. in Chicago.

The depression swept Nielsen and employe Murphy out of engineering and into marketing survey in the food and drug line.

Murphy was Nielsen's executive vice-president, dying in Winnetka, Ill., when Campbell Soup hired him, and he moved to Philadelphia.

He has four children and six grandchildren. Murphy's home is in Gladwyne, Pa., on the Philadelphia Main Line.

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